

Message Text

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SUBJECT: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM

REF: STATE 6882

1. FOLLOWING ARE SIX OF MISSION'S HIGHEST PRIORITY COMMERCIAL OBJECTIVES WHICH WASHINGTON MAY WISH TO INCLUDE IN FY 75 COUNTRY COMMERCIAL PROGRAM:

A. SUPPORT DIRECT TRADE PROMOTION ACTIVITIES IN COOPERATION WITH COMMERCE/OIM

A-1. ENVIRONMENTAL POLLUTION TRADE MISSION, OCTOBER 1974

A-2. HEALTH CARE TRADE MISSION, FEBRUARY 1975

A-3. CATALOG SHOW AT MICROTECHNICS, JUNE 1975

B. INCREASE SWISS DIRECT INVESTMENT IN THE U.S.

B-1. WORKING WITH THE LOCAL AMERICAN CHAMBER AND THE U.S. CHAMBER IN WASHINGTON, A COMMERCIAL BANK, OR OTHER INTERESTED INSTITUTIONS, ORGANIZE A REVERSE INVESTMENT MISSION OF SWISS INDUSTRIALISTS WHO WOULD VISIT THE UNITED STATES TO SERIOUSLY INVESTIGATE POTENTIAL DIRECT INVESTMENT.

B-2. INVESTIGATE THE POSSIBILITY OF HOLDING ANOTHER INVEST IN USA SEMINAR IN SWITZERLAND IN FY 1976.

B-3. PRESENT SPEECHES AND TRY TO PLACE ARTICLES ON INVEST IN USA.

B-4. CONTINUE TO VISIT INDIVIDUAL SWISS FIRMS WITH LARGE EXPORTS TO THE US TO EXPLORE THE ADVISABILITY OF MANUFACTURING IN THE US.

B-5. CONTINUE CLOSE COOPERATION WITH STATE ECONOMIC DEVELOPMENT OFFICES IN EUROPE AND SUPPORT REVERSE INVESTMENT

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MISSIONS VISITING SWITZERLAND.

C. PROMOTE SALES OF US PRODUCTS WITH EMPHASIS ON TARGET OPPORTUNITIES.

C-1. IDENTIFY AGENT/DISTRIBUTORS AND DEVELOP A MINIMUM OF 180 TRADE AND LICENSING OPPORTUNITIES FOR TARGET INDUSTRY PRODUCTS DURING THE FISCAL YEAR.

C-2. ENCOURAGE AND SUPPORT VISITS OF SWISS BUSINESSMEN TO TRADE CENTER AND OTHER US EXHIBITIONS IN EUROPE AND TO PERTINENT EXHIBITS IN THE USA, INCLUDING REVERSE TRADE MISSIONS (REF. BERN A-270 OF JUNE 22, 1973).

C-3. ASSIST SWISS BUSINESSMEN IN ESTABLISHING CONTACT WITH POTENTIAL US SUPPLIERS, AND AMERICAN FIRMS IN FINDING SUITABLE BUSINESS PARTNERS IN SWITZERLAND.

C-4. TOUR REGIONAL CHAMBERS OF COMMERCE INVITING LOCAL FIRMS TO CONSULT ON IMPORTING FROM THE US. A MOBILE CATALOG DISPLAY PREPARED WITH THE HELP OF TRADE CENTERS MIGHT BE USED AS A TOOL IN SUCH VISITS.

D. INCREASE SALES OF US CONSUMER GOODS

D-1. ATTEMPT TO ARRANGE AN IN-STORE PROMOTION FOR THE SPRING OF 1975.

D-2. ATTEMPT TO ORGANIZE A TRADE MISSION OF US SUPPLIERS, OF MEN'S HABERDASHERY TO VISIT SWITZERLAND, AND PERHAPS OTHER COUNTRIES, SHOWING PRODUCTS SAMPLES. OF PARTICULAR INTEREST HERE WOULD BE LEISURE CASUAL WEAR, LIGHT WEIGHT SUMMER CLOTHING, TAPERED DRESS SHIRTS, SOCKS, TIES, ETC.

E. PROMOTE TOURISM TO THE USA

E-1. CONTINUE CLOSE COOPERATION WITH SWISS TRAVEL INDUSTRY TO PROMOTE TRAVEL TO USA.

E-2. STRIVE TO OBTAIN COMMITMENT FROM US TRAVEL SERVICE TO SUPPORT MISSION AND INDIVIDUAL TRAVEL AGENCIES IN PROMOTING TOURISM TO USA.

E3. CONTINUE TO PROMOTE GROUP TRAVEL TO THE US IN THE FORM OF REVERSE INVESTMENT AND TRADE MISSIONS (SEE B-1 AND C-2 ABOVE).

F. ONE-STATE PROMOTIONS

F-1. FOLLOWING CONCLUSION OF ILLINOIS PROMOTION (REF. BERN 2826) DETERMINE WHETHER THIS PROGRAM IS WORTHWHILE.

F-2. IF DETERMINATION IS AFFIRMATIVE, PLAN ONE OR TWO SIMILAR PROMOTIONS FOR FY 75.

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2. BERN COMMERCIAL STAFF PRESENTLY NUMBERS TWO AMERICAN OFFICERS AND SEVEN LOCAL EMPLOYEES. ZURICH STAFF NUMBERS ONE AMERICAN OFFICER AND ONE FULL-TIME AND ONE PART-TIME LOCAL EMPLOYEE. THESE STAFFS ARE NOT COMPARTMENTALIZED BY FUNCTION, MEANING, FOR EXAMPLE, THAT WHEN A TRADE MISSION OR FAIR PARTICIPATION COMES ALONG, EVERYONE GETS INVOLVED. AN ADDITIONAL FULL-TIME PROFESSIONAL LOCAL EMPLOYEE IN ZURICH WOULD STRENGTHEN

THE OVERALL MISSION STAFF CONSIDERABLY, AND IS OUR FIRST
PRIORITY PERSONNEL NEED.
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